



Tactical SEO: The Theory and Practice of Search Marketing

Lee Wilson

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Search engine optimization (SEO) is an increasingly critical tool for digital marketers. *Tactical SEO* explains how to understand the opportunities, challenges, and values that SEO can bring to companies in the long term. Chapters explore: what SEO is and why it matters; understanding Google; the symbiotic nature of Google and SEO; why other search engines matter; the restraints of process-driven SEO and the value of opportunity; supporting longevity with search ripples; thinking about SEO in terms of value, rather than ROI; building SEO expertise in-house versus outsourcing; evaluating success in search marketing; and planning for the future

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